

UNIQLO Shoes FAST RETAILING's new footwear business

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What is UNIQLO Shoes?

Channel the FR group's entire effort into creating shoes based on the same concept as UNIQLO clothes

- Revolutionary shoes
- Stylish shoes
- Shoes that everyone can wear anytime, anywhere

In concrete terms . . .

Superior casual shoes in terms of quality, comfort,
price and fashion

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A new footwear business?

UNIQLO SHOES

Create a footwear manufacturer/retailer !

GOV RETAILING footwear business today = own label + national brands



UNIQLO Shoes = 100% original brand (products)

Namely a footwear specialty manufacturer/retailer creating a new FR shoe business.

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UNIQLO Shoes - Operational overview

UNIQLO SHOES

Business outline

- Launch date Wednesday September 16, 2009
- Start selling in existing stores
 - < Stores selected for UNIQLO Shoes sales >
 - 66 UNIQLO large-format stores, 99 VIEW footwear stores, 70 g.u. stores, and the UNIQLO online store
 - Also looking to develop UNIQLO Shoes stores
- Products at launch period: 4 items for women, 4 items for men
- Estimated first year sales: ¥4.0 billion

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Key products (women's)

UNIQLO SHOES

Gathered Ballet Shoes Price : ¥1,990

12 colors

4 colors available in all sales channels

8 colors available in VIEW stores and g.u. stores

- The heart-shaped gel material in the heel cushions to absorb the shock when walking
- The rubber gather around the rim makes for a snug fit and easy walking.
- A rich variation of 12 colors



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Key products (women's)

UNIQLO SHOES

In Heel Round Boots Price : ¥3,990

8 colors

4 colors available in all sales channels

4 colors available in VIEW stores and g.u. stores

- A 2cm in-built heel adds stability and helps shape the leg
- Soft-feel lining material on boot leg
- Slightly loose boot leg for a tuck-in pants style option



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Key products (men's)

UNIQLO SHOES

Men's Canvas Sneakers Price: ¥1,990

8 colors

4 colors available in all sales channels

4 colors available in VIEW stores and g.u. stores

- Soft insole and padded rim gently secure the foot
- Side-stripe design made of genuine velour for a quality feel
- A rich variation of 8 colors



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Key products close up (men's)

UNIQLO SHOES

Men's Neo Leather Side Fastener Boots Price: ¥4,990

In 2 colors

- Made with UNIQLO's Neo Leather synthetic material for the high quality feel of genuine leather
- Super cushioning material in insole
- Side fastener helps boot fit well and slip on easily



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Other items in the range

UNIQLO SHOES

Women's Round Ballet Shoes

In 12 colors. Price: ¥1,990

5 colors available in all sales channels/7 colors available in VIEW stores and g.u. stores.

- Heart-shaped gel feature to cushion the foot



Women's Laced Boots

In 10 colors. Price: ¥2,990

6 colors available in all sales channels/2 colors available in VIEW stores and g.u. stores/2 colors exclusive to VIEW.

- Can fold down flap for a second style



Men's Enamel Sneakers

In 2 colors. Price: ¥2,990

- Synthetic leather enamel for a beautiful shine



Men's Velour Desert Boots

In 5 colors. Price: ¥4,990

2 colors available in all sales channels/3 colors available in VIEW stores and GOV stores.

- Made from genuine velour



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In closing...

UNIQLO SHOES

We will continue to channel the FR group's best efforts into creating superior casual shoes in terms of quality, comfort, price and fashion for our customers.

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UNIQLO SHOES